



Station Order Revised Add to Schedule Stabenow for Senate 2012

13 705 92

Market: Grand Rapids

Flight Dates: Monday, October 22, 2012 to Sunday, October 28, 2012

Estimate ID

11849

Contact: Shawn Ferenc

Email: sferenc@wwmt.com, bbradley@sbgnet.com

Phone: 269-388-3333

Fax: 269-345-5693

Direct:

WWMT-TV

| Program Name | DP | Days | | Gross Rate | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Total |
|--|----|--------|--|------------|--------|--------|--------|--------|--------|--------|--------|-------|
| | | Length | | | Oct 22 | Oct 23 | Oct 24 | Oct 25 | Oct 26 | Oct 27 | Oct 28 | |
| WWMT 6a News | EM | M-F | | \$300.00 | 1 | 1 | 1 | | 1 | | | 4 |
| 6:00 AM 6:30 AM | | 30 | | \$1,200.00 | | | | | | | | |
| Highly pre-emptible at LUR per WWMT. Move to S2 | | | | | | | | | | | | |
| WWMT 6:30a News | EM | M-F | | \$300.00 | | 1 | 1 | 1 | 1 | | | 4 |
| 6:30 AM 7:00 AM | | 30 | | \$1,200.00 | | | | | | | | |
| Highly pre-emptible at LUR per WWMT. Move to S2 | | | | | | | | | | | | |
| CBS This Morning | EM | M-F | | \$300.00 | 1 | 1 | | 1 | 1 | | | 4 |
| 7:00 AM 9:00 AM | | 30 | | \$1,200.00 | | | | | | | | |
| Highly pre-emptible at LUR per WWMT. Move to S2 | | | | | | | | | | | | |
| Live with Kelly | DT | M-F | | \$200.00 | | | | | 1 | | | 1 |
| 9:00 AM 10:00 AM | | 30 | | \$200.00 | | | | | | | | |
| Price is Right | DT | M-F | | \$300.00 | | | 1 | | | | | 1 |
| 11:00 AM 12:00 PM | | 30 | | \$300.00 | | | | | | | | |
| CBS Soap Rotation | DT | M-F | | \$200.00 | | | | 1 | | | | 1 |
| 12:30 PM 2:00 PM | | 30 | | \$200.00 | | | | | | | | |
| Dr. Phil | EF | M-F | | \$300.00 | 1 | | | | | | | 1 |
| 3:00 PM 4:00 PM | | 30 | | \$300.00 | | | | | | | | |
| Highly pre-emptible at LUR per WWMT. Move to S2 | | | | | | | | | | | | |
| Anderson Cooper | EF | M-F | | \$300.00 | | 1 | | | | | | 1 |
| 4:00 PM 5:00 PM | | 30 | | \$300.00 | | | | | | | | |
| Highly pre-emptible at LUR per WWMT. Move to S2 | | | | | | | | | | | | |
| WWMT 5p News | EN | M-F | | \$750.00 | | | | 1 | | | | 1 |
| 5:00 PM 5:30 PM | | 30 | | \$750.00 | | | | | | | | |
| Highly pre-emptible at LUR per WWMT. Move to S1C | | | | | | | | | | | | |
| WWMT 5:30p News | EN | M-F | | \$950.00 | 1 | | | | | | | 1 |
| 5:30 PM 6:00 PM | | 30 | | \$950.00 | | | | | | | | |
| Highly pre-emptible at LUR per WWMT. Move to S1C | | | | | | | | | | | | |
| WWMT 6p News | EN | M-F | | \$1,000.00 | | | 1 | | 1 | | | 2 |
| 6:00 PM 6:30 PM | | 30 | | \$2,000.00 | | | | | | | | |
| Highly pre-emptible at LUR per WWMT. Move to S1C | | | | | | | | | | | | |
| Wheel of Fortune | PA | M-F | | \$1,800.00 | | | 1 | | | | | 1 |
| 7:00 PM 7:30 PM | | 30 | | \$1,800.00 | | | | | | | | |
| Highly pre-emptible at LUR per WWMT. Move to S1C | | | | | | | | | | | | |

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzanne@mediastrategies.com

Date/Time Sent: 9/7/2012 12:33:04 PM

WWMT-TV

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WWMT-TV

| Program Name | DP | Length | Days | Gross Rate | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Total |
|--|----|--------|------|--------------------|----------|----------|----------|----------|----------|----------|----------|-----------|
| | | | | | Oct 22 | Oct 23 | Oct 24 | Oct 25 | Oct 26 | Oct 27 | Oct 28 | |
| Jeopardy | PA | M-F | | \$1,800.00 | 1 | | | | | | | 1 |
| 7:30 PM 8:00 PM | | 30 | | \$1,800.00 | | | | | | | | |
| Highly pre-emptible at LUR per WWMT. Move to S1C | | | | | | | | | | | | |
| Wheel of Fortune | PA | Sa | | \$400.00 | | | | | | 1 | | 1 |
| 7:00 PM 7:30 PM | | 30 | | \$400.00 | | | | | | | | |
| Highly pre-emptible at LUR per WWMT. Move to S2 | | | | | | | | | | | | |
| Jeopardy | PA | Sa | | \$400.00 | | | | | | 1 | | 1 |
| 7:30 PM 8:00 PM | | 30 | | \$400.00 | | | | | | | | |
| Highly pre-emptible at LUR per WWMT. Move to S2 | | | | | | | | | | | | |
| Person Interest | PT | Th | | \$3,600.00 | | | | 1 | | | | 1 |
| 9:00 PM 10:00 PM | | 30 | | \$3,600.00 | | | | | | | | |
| Highly pre-emptible at LUR per WWMT. Move to S1C | | | | | | | | | | | | |
| 60 Minutes | PT | Su | | \$2,500.00 | | | | | | | 1 | 1 |
| 7:00 PM 8:00 PM | | 30 | | \$2,500.00 | | | | | | | | |
| Highly pre-emptible at LUR per WWMT. Move to S2 | | | | | | | | | | | | |
| WWMT 11p News | LN | M-F | | \$900.00 | | 1 | | 1 | | | | 2 |
| 11:00 PM 11:30 PM | | 30 | | \$1,800.00 | | | | | | | | |
| Highly pre-emptible at LUR per WWMT. Move to S1C | | | | | | | | | | | | |
| Station Gross Totals | | | | \$20,900.00 | 5 | 5 | 5 | 6 | 5 | 2 | 1 | 29 |

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastategies.com

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